

In the claims:

1. (Currently Amended) A method of servicing a customer of a builder by a third-party website provider, such method comprising the steps of:

the customer and builder entering into a contract to build or rehabilitate real estate for the customer at a building site of the real estate, said contract forming a pre-existing contract;

providing a first website by the third-party website provider for use by the customer in viewing and selecting product options of product offerings available from or through the builder;

providing a variety of related forms to be filled out by the customer and contract support services to be selected by the customer through the first website;

providing a second website associated with the first website by the third-party website provider for entry of information related to the customer by the ~~contractor~~ builder;

receiving from the customer through the first website a view and selection of an option of the options provided by the builder;

incorporating the selected options, a content of the filled in forms and selected contract support services into a modification of the pre-existing contract; and

collecting a fee or commission based upon the products viewed by and selections made by the customer.

2. (Original) The method of servicing a customer of a builder as in claim 1 wherein the step of providing related forms further comprise filtering and supplying product

information, contract, financing, closing, and post-sale forms and information.

3. (Previously Presented) The method of servicing a customer of a builder as in claim 1 wherein the step of providing related services further comprises offering purchase and pre-purchase information, promoting a buyers' group service for volume discounts and advertising, providing lending, closing, title, tax, government, permits, insurance, inspection, appraisal, RESPA, utility, warrantee, and moving information services, and providing post-closing warrantee and product information, and customer and sales support.

4. (Original) The method of servicing a customer of a builder as in claim 1 wherein the step of providing the first website further comprises providing an online deposit system.

5. (Original) The method of servicing a customer of a builder as in claim 4 further comprising purchasing extras using the online deposit system.

6. (Original) The method of servicing a customer of a builder as in claim 1 wherein the step of providing the first website further comprises providing order verification and tracking.

7. (Original) The method for servicing a customer of a builder as in claim 1 further comprising collecting data concerning buying trends.

8. (Original) The method for servicing a customer of a builder as in claim 1 wherein the step of providing the first website further comprises allowing manufacturers, sub-contractors, and vendors to pre-view potential orders, groups of orders, and customer product viewings.

9. (Original) The method for servicing a customer of a builder as in claim 1 further comprising providing web and communications tools to the builder, sub-contractors, and suppliers.

10. (Currently Amended) The method for servicing a customer of a builder as in claim 9 further comprising defining the web and communication tools as at least one of the group consisting of e-mail, real-time chat, calendars, escrow services, e-business services, job reports, notices, attendance tracking, buyer satisfaction ratings, next day activity lists, job logs, messaging, post-its, sample requests-taking system, and threaded discussion groups.

11. (Original) The method for servicing a customer of a builder as in claim 1 wherein the step of collecting the fee or commission based upon the views and selections made by the customer further comprises collecting up-front access, semi-custom web design, and data service fees or commissions from the builder and third-party advertisers.

12. (Original) The method for servicing a customer of a builder as in claim 1 wherein the step of providing the first website further comprises allowing manufacturers, sub-contractors, and suppliers to advertise their products through the system.

13. (Currently Amended) An apparatus for servicing a customer of a builder by a third-party website provider, such apparatus comprising:

means for establishing the terms of a contract between the customer and the builder to build or rehabilitate real estate for the customer at a building site of the real estate, said contract forming a pre-existing contract;

means for providing a first website by the third-party website provider for use by the customer in viewing and selecting product options of product offerings available from the builder;

means for providing a variety of related forms to be filled out by the customer and contract support services to be selected by the customer through the first website;

means for providing a second website associated with the first website by the third-party website provider for entry of information related to the customer by the ~~contractor~~ builder;

means for receiving from the customer through the first website a view and selection of an option of the options provided by the builder;

means for incorporating the selected options, a content of the filled in forms and selected contract support services into a modification of the pre-existing contract; and

means for collecting a fee or commission based upon the products viewed by and selections made by the customer.

14. (Original) The apparatus for servicing a customer of a builder as in claim 13 wherein the means for providing related forms further comprises means for filtering and

generating contract, financing, closing, and post-sale forms and information.

15. (Previously Presented) The apparatus for servicing a customer of a builder as in claim 13 wherein the means for providing related services further comprises means for offering purchase and pre-purchase information, promoting a buyers' group service for volume discounts and advertising, facilitating lending, closing, title, tax, government, permits, insurance, inspection, appraisal, RESPA, utility, warrantee, and moving information services, and providing post-closing warrantee and product information, and customer and sales support.

16. (Original) The apparatus for servicing a customer of a builder as in claim 13 wherein the means for providing the first website further comprises means for offering an online deposit system.

17. (Original) The apparatus for servicing a customer of a builder as in claim 16 wherein the means for offering the online deposit system further comprises means for purchasing extras.

18. (Original) The apparatus for servicing a customer of a builder as in claim 13 wherein the means for providing the first website further comprises means for providing order verification and tracking.

19. (Original) The apparatus for servicing a customer of a builder as in claim 13 further comprising means for collecting data concerning buying trends.

20. (Original) The apparatus for servicing a customer of a builder as in claim 13 wherein the means for providing the first website further comprises means for allowing manufacturers, sub-contractors, and vendors to pre-view potential orders, groups of orders, and customer product viewings.

21. (Original) The apparatus for servicing a customer of a builder as in claim 13 further comprising means for providing web and communications tools to the builder, sub-contractors, and suppliers.

22. (Currently Amended) The apparatus for servicing a customer of a builder as in claim 21 wherein the web and communication tools further comprise at least one of the group consisting of e-mail, real-time chat, calendars, escrow services, e-business services, job reports, notices, attendance tracking, buyer satisfaction ratings, next day activity lists, job logs, messaging, post-its, sample request-taking system, and threaded discussion groups.

23. (Original) The apparatus for servicing a customer of a builder as in claim 13 wherein the means for collecting the fee or commission based upon the views and selections made by the customer further comprises means for collecting up-front access, semi-custom web design, and data service fees or commissions from the contractor.

24. (Original) The apparatus for servicing a customer of a builder as in claim 13 wherein the means of providing the first website further comprises means for allowing

manufacturers, sub-contractors, and suppliers to advertise their products through the system.

25. (Currently Amended) An apparatus for servicing a customer of a builder by a third-party website provider, such apparatus comprising:

a contract term establishment processor establishing terms of a contract between the customer and the builder to build or rehabilitate real estate for the customer at a building site of the real estate, said contract forming a pre-existing contract;

a first website provided by the third-party website provider for use by the customer in viewing and selecting product options of product offerings available from the builder;

a second website associated with the first website provided by the third-party website provider for entry of information related to the customer by the contractor;

a variety of related forms to be filled out by the customer and contract support services to be selected by the customer provided through the first website;

a selection processor receiving through the first website views and selections of an option of the options provided by the builder; and

a commission processor adapted to collect a fee or commission based upon the received selection made by the customer, and the products viewed by the customer; and

a contract term change processor for altering the term of the pre-existing contract based upon a content of the filled in forms and selected contract support services.

26. (Original) The apparatus for servicing a customer of a builder as in claim 25 wherein the related forms further comprise product information, contract, financing, closing, and post-sale forms and information.

27. (Previously Presented) The apparatus for servicing a customer of a builder as in claim 25 wherein the related services further comprise purchase and pre-purchase information, a buyers' group service for volume discounts and advertising, lending, closing, title, tax, government, permits, insurance, inspection, appraisal, RESPA, utility, warrantee, and moving information services.

28. (Original) The apparatus for servicing a customer of a builder as in claim 25 wherein the first website further comprises an online deposit system.

29. (Original) The apparatus for servicing a customer of a builder as in claim 28 wherein the online deposit system further comprises a credit source for the purchase of extras.

30. (Original) The apparatus for servicing a customer of a builder as in claim 25 wherein the first website further comprises an order verification and tracking system.

31. (Original) The apparatus for servicing a customer of a builder as in claim 25 further comprising a system for collecting data concerning buying trends.

32. (Original) The apparatus for servicing a customer of a builder as in claim 25 wherein the first website further



comprises a system for allowing manufacturers, sub-contractors, and vendors to pre-view potential orders, groups of orders, and customer product viewings.

33. (Original) The apparatus for servicing a customer of a builder as in claim 25 further comprising web and communications tools available to the builder, sub-contractors, and suppliers.

34. (Currently Amended) The apparatus for servicing a customer of a builder as in claim 33 wherein the web and communication tools further comprise at least one of the group consisting of e-mail, real-time chat, calendars, escrow services, e-business services, job reports, notices, attendance tracking, buyer satisfaction ratings, next day activity lists, job logs, messaging, post-its, sample requests-taking system, and threaded discussion groups.

35. (Original) The apparatus for servicing a customer of a builder as in claim 25 further comprising a system for collecting up-front access, semi-custom web design, and data service fee or commissions from the builder or third-party advertisers.

36. (Original) The apparatus for servicing a customer of a builder as in claim 25 wherein the first website further comprises a system for allowing manufacturers, sub-contractors, and suppliers to advertise their products.